



APPROVED

CITY OF NEWPORT BEACH
Citizen Advisory Panel Meeting
Balboa Village

Minutes

Newport Harbor Nautical Museum
600 East Bay Avenue
Thursday, September 22, 2011
4:00 p.m. to 5:30 p.m.

Mayor Michael Henn, Council Member Liaison
Kimberly Brandt, Community Development Director
Steve Badum, Public Works Director
Jim Campbell, Principal Planner
Fern Nueno, Assistant Planner
Cindy Nelson, Project Consultant

Committee Members:
Terri Pasquale
Mark Hoover
Ralph Rodheim
Craig Smith
Jim Stratton

1. Welcome and Introductions – Cindy Nelson
2. Approval of August 23, 2011 meeting minutes (*Attachment 1*)

The meeting minutes from the August 23, 2011, meeting were approved as presented by a 3 yes to 0 no vote.

Committee Member Hoover arrived at 4:07 p.m.

Committee Member Rodheim arrived at 4:15 p.m.

3. Update on Nautical Museum - Rita Stenlund

Rita Stenlund, Executive Director of the Newport Harbor Nautical Museum, provided an update on the future plans for the museum. She invited everyone to a planned open house to be held on October 23rd where the Newport Harbor Nautical Museum will unveil its new vision called "ExplorOcean." The planned facility will include the museum exhibits but the new facility will include enhanced cultural, educational and entertainment programming. They plan an interactive theater, concessions or dining and fun filled attractions for kids (including some free attractions). A preview center will open to the public the day after the open house where the plans and programming will be available to the public.

4. Update on Balboa Theater - Craig Smith

Craig Smith provided an update on future plans for the Balboa Theater. He began with a brief outline of the history of the theater. He noted that the City purchased the property in the 90s and leases the property to the Foundation. He indicated that it is the Foundations vision to reconstruct the theater to provide a 300-seat flexible venue for performing arts and community events including dance, drama, music, films, lectures, etc. The Foundation will be hiring a professional operator in the near future to plan and operate the theater. They plan a collaboration with the Newport Beach Film Festival and ExplorOcean. The project has received approval from the City and the Coastal Commission. A building permit has been filed and is ready to be issued. The Foundation is in the middle of a fundraising effort and they need approximately \$4 million to begin construction.

5. Vision and Brand for Balboa Village - Cindy Nelson

6. Cindy Nelson presented an overview of the results of the visioning exercise conducted at the prior meeting. From the exercise, three vision statements were presented for discussion.

"Balboa Village...A fun and unique waterfront destination where the old and new blend to offer enjoyable cultural, dining and shopping experiences."

"Balboa Village...A unique place between the bay and the sea where history meets the fun of the future."

"Balboa Village...A fun and unique place between the bay and the sea with enjoyable cultural, dining and shopping experiences."

Committee Member Rodheim expressed support for the third statement.

Committee Member Hoover expressed a desire include a reference to a "jewel."

Committee Member Stratton indicated the a vision statement should reflect reality that Balboa Village is not just a family friendly place; it is more than that with its bars, etc. He also expressed support for a reference to a "jewel."

Committee Member Rodheim stated that the village has an identity issue. When you think of Balboa, most people think of Balboa Island and any vision or brand statement needs to include a distinction setting Balboa Village apart from Balboa Island.

A general discussion ensued and Cindy Nelson read several revised draft statements.

Committee decided to allow Committee Members Rodheim and Stratton work with staff to come up with draft vision statement.

7. Review of Project 2000 Recommendations - Cindy Nelson

Cindy Nelson indicated that the recommendations from the Project 2000 report remain largely applicable today and that we would be discussing them in more depth at the next meeting

8. City website – <http://www.newportbeachca.gov/index.aspx?page=1959>

9. Public Comment & Roundtable Discussion

The topic of a walking tour of the village was discussed and interested parties were encouraged to contact staff.

Carol McDermott indicated that the Planning Commission approved a proposal to use the building at the southwest corner of Balboa Boulevard and Palm Street as a restaurant. The vacant art-deco building was once a restaurant before it was occupied by an art gallery. She noted her desire to support a proposed restaurant. The proposal is on appeal to the City Council with a hearing scheduled in the near future. She expressed the opinion that the project is consistent with the goal to revitalize the area and she expressed a willingness to educate anyone about the merits of the proposal.

10. Next Meeting –Wednesday, October 26, 2011, 4:00 p.m. – 5:30 p.m.

11. Adjournment - The meeting was adjourned at 5:30 p.m.